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Application No.: 10/671,022
Attorney Docket No.: 72167.000461

IN THE CLAIMS

The following is a listing of the claims with amendments, which are presented in accordance with 37 C.F.R. §1.121.

1. (Currently amended) A method for incorporating content on a web page comprising:

storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;

identifying the content on a different web page; the content containing the at least one proscribed URL;

describing a structure of the content on the different web page;

storing the described structure;

retrieving the identified content from the different web page in real time;

comparing a structure of the retrieved content to the stored structure;

performing processing to ensure that the structure of the retrieved content has retained integrity; and

incorporating the retrieved content on the web page, utilizing a nested web page, only if the structure of the retrieved content matches the stored structure; and

activating the corresponding alternative URL if the at least one proscribed URL is selected.

2. (Original) The method according to claim 1, wherein if the structure of the retrieved content does not match the stored structure, the method further comprising:

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generating a new window; and
displaying the retrieved content in a new window.

3. (Original) The method according to claim 2, further comprising: sending an alert to an administrator indicating that the structure of the retrieved content does not match the stored structure.

4. (Original) The method according to claim 3, further comprising:
re-describing the structure of the retrieved content; and
storing the re-described structure.

5. (Original) The method according to claim 1, wherein the step of identifying the content further comprises: identifying the content by tags.

6. (Original) The method according to claim 1, wherein the step of incorporating the content further comprises: rendering the content in a look and feel of the web page.

7. (Currently amended) A method for incorporating content on a web page
comprising:

identifying the content on a web site not containing the web page, wherein the identifying includes a user interface through which a user selects portions of the content on the web site, and the user interface includes input fields to name and organize the selected portions, and present a menu to select the portions;

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describing a structure of the content;
storing the described structure;
retrieving different content from the web site in real time;
comparing a structure of the retrieved different content to the stored structure; and
incorporating the retrieved different content on the web page by utilizing a nested web page only if the structure of the retrieved different content matches the stored structure.

8. **(Currently amended)** The method according to claim 7, wherein if the structure of the retrieved different content does not match the stored structure, the method further comprising performing an action in response to the difference, where the action is pre-selected by the user through the user interface, and the user interface includes a choice of actions including:

generating a new window; and

displaying the retrieved different content in a new window.

9. **(Currently amended)** The method according to claim 8, further comprising:
sending an alert to an administrator indicating that the structure of the retrieved different content does not match the stored structure, wherein the alert prompts the administrator to use the user interface to re-select the portions of the content on the web site.

10. **(Original)** The method according to claim 9, further comprising:
describing the structure of the retrieved different content; and storing the described structure of the retrieved different content.

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11. (Original) The method according to claim 7, wherein the step of identifying the content further comprises: identifying the content by tags.

12. (Original) The method according to claim 7, wherein the step of incorporating the content further comprises: rendering the content in a look and feel of the web page.

13. (Currently amended) A method for incorporating content on a web page comprising:

storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;

identifying the content on a different web page, the content containing the at least one proscribed URL;

retrieving the content from the different web page in real time;

performing processing to ensure that the structure of the retrieved content has retained integrity;

incorporating the retrieved content on the web page by utilizing a nested web page; and activating the corresponding alternative URL if the at least one proscribed URL is selected.

14. (Original) The method according to claim 13, further comprising:

storing a plurality of proscribed URLs and corresponding alternative URLs; and

activating a corresponding alternative URL whenever a proscribed URL is selected.

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15. (Original) The method according to claim 13, further comprising:
storing a second proscribed URLs without a corresponding alternative URLs; and
activating the proscribed URL in a new window if the proscribed URL is selected.

16. (Currently amended) The method according to claim 13, wherein the web page is customized for a particular user, wherein proscribed URL contains information not customized for the user and wherein the corresponding alternative URL contains information is customized for the user.

17. (Previously presented) The method according to claim 16, wherein information on the proscribed URL is inconsistent with information on the corresponding alternative URL.

18. (Original) The method according to claim 16, wherein corresponding alternative URL contains customized pricing information.

19. (Currently amended) A method for incorporating content on a web page comprising:

storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;

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identifying first content on a different web page, the content containing the at least one proscribed URL, wherein the identifying includes a user interface through which a user selects portions of the content on the web site;

identifying second content on a web site not containing the web page;

describing a structure of the first content, the structure being denoted as a first structure;

describing a structure of the second content, the structure being denoted as a second structure; storing the first and second structures;

retrieving the first content from the different webpage in real time; comparing a structure of the retrieved first content to the stored first structure;

incorporating the retrieved first content on the web page by utilizing a first nested web page upon determining that the structure of the retrieved content matches the stored structure;

activating the corresponding alternative URL if the at least one proscribed URL is selected;

retrieving second content from the website in real time; comparing a structure of the retrieved second content to the stored second structure; and

incorporating the retrieved second content on the web page by utilizing a second nested web page upon determining that the structure of the retrieved second content matches the stored second structure.

20. (Original) The method according to claim 19, further comprising: establishing a secure session with the web site.

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21. **(Currently amended)** A method for incorporating content on a web page comprising:

- identifying first content on a different web page;
- identifying second content on a web site not containing the web page;
- describing a structure of the first content, the structure being denoted as a first structure;
- describing a structure of the second content, the structure being denoted as a second structure; storing the first and second structures;
- storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;
- retrieving the first content from the different webpage in real time;
- comparing a structure of the retrieved first content to the stored first structure;
- performing processing to ensure that the structure of the first retrieved content has retained integrity;
- incorporating the retrieved first content on the web page by utilizing a first nested web page only if the structure of the retrieved content matches the stored structure;
- retrieving second content from the website in real time;
- comparing a structure of the retrieved second content to the stored second structure;
- performing processing to ensure that the structure of the second retrieved content has retained integrity;
- incorporating the retrieved second content on the web page by utilizing a second nested web page only if the structure of the retrieved second content matches the stored second structure; and

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activating the corresponding alternative URL if the at least one proscribed URL is
selected from either the incorporated first content or the incorporated second content.